



City of El Mirage Strategic Plan

FY 2024-25

Quality of Life



Public Safety

Reduce Illegal Drug Activity

Allocate EMPD resources to combat drug-related violence, disrupt criminal organizations, and arrest those involved with illegal drugs.

Goal: Develop community partnerships to enhance public education for drug prevention and drug mitigation by June 30, 2025.

Lead: Police

Stakeholders: Public Works, Parks and Recreation, Intergovernmental Relations

Infrastructure

Development of Infrastructure Plan

Invest in infrastructure preservation and replacement across El Mirage to maintain the current level of service and the reliability of capital assets while providing timely and cost-effective replacement options.

Goal: Formalize policies and plans to address the needs and uses of infrastructure by June 30, 2025.

Lead: Public Works

Stakeholders: Development Service, OMB, Finance, IT

Quality of Life (continued)



Neighborhoods

Neighborhood Revitalization

Implementation of the Downtown Revitalization Plan focused on improving housing and stabilizing neighborhoods.

Goal: Evaluate feasibility of Downtown Revitalization Plan and create an action plan including resource allocations by June 30, 2025

Lead: Development Services

Stakeholders: Economic Development, Parks and Recreation

Parks & Recreation

Increase Recreation Opportunities

Enhance the quality and quantity of Parks and Recreation opportunities while prioritizing the construction of parks, recreation facilities, and trails.

Goal: Complete a Parks and Recreation Master Study to evaluate recreation opportunities and strategies to achieve them by June 30, 2025.

Lead: Parks and Recreation

Stakeholders: Public Works

Outstanding Service



High Performing Organization

Performance Management

Implement an El Mirage Performance Management System to drive organizational performance.

Goals: Create a core set of performance measures to begin performance management system by June 30, 2025.

Lead: OMB

Stakeholders: All Departments

Employees

Recruitment & Retention

Enhance employee self-service processes and streamline data management.

Goals: Implementation and training of new Human Resources Information System to improve efficiencies by June 30, 2025.

Lead: Human Resources

Stakeholders: All Departments

Facilities

Expand City Facilities

Implementation of City facilities expansion projects timelines and actions.

Goals: Facilitate the expansion of City facilities process by June 30, 2025.

Lead: Development Services

Stakeholders: Administration, City Clerk, Finance, IT, Human Resources, Police

Community



Community Services

Affordable Housing

Explore options to increase affordable housing.

Goal: Begin funding the acquisition and construction of affordable housing by June 30, 2025.

Lead: Administration

Community Engagement

Communication Plan

El Mirage is committed to strengthening communication and engagement with our community by improving access to timely and accurate information about the City and the services we provide; providing easy and meaningful ways to engage with the City and promoting transparency in the City's decision-making processes.

Goal: Implementation and training of communication policies and the crisis management communication plan by June 30, 2025.

Lead: Intergovernmental Relations

Stakeholders: All Departments

Economic Development

Economic Development Plan

Promote investment in commercial corridors by implementing commercial property improvement strategies in the Downtown Revitalization Plan.

Goal: Continue to identify barriers to economic development and develop strategies to address them by June 30, 2025.

Lead: Economic Development

Stakeholders: Intergovernmental Relations, Development Services